

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Perry A Cohagan et al.) : Examiner: Raquel Alvarez
Application No. 10/708,568) : Art Unit: 3688
Filed: March 11, 2004) : Confirmation No.: 2567
For: POINT POOLING LOYALTY)
SYSTEM AND METHOD) : June 10, 2009

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL REJECTION

Sir:

In response to the Office Action mailed March 10, 2009, Applicants respectfully submit the following amendments and remarks.